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True 3D TV to be available at home by 2010

LONG BEACH, California - Holography solution provider SeeReal Technologies unveiled a new three-dimensional display technology for televisions and computer monitors without having to wear 3D glasses, at the international conference of Society for Information Display 2007 yesterday.

The new computer-generated holography will open doors for the commercial use of 3D displays for home TVs at least by 2010 or 2011, according to SeeReal Technologies officials.

"We would expect that you could buy a 40-inch commercial television with holography technology in 2010 or 2011," said Mark Thorsen, CEO and director of SeeReal Technologies, at the conference site being held in Long Beach, California.

For two people to watch TV together in a living room, the 3D technology should have at least a viewing angle of 60 degrees, which was impossible in the existing stereoscopy displays.

However, with SeeReal's holography technology, the angle has been secured.

"The very big difference between present stereoscopy display and our new holography is that in stereoscopy, you cheat your eyes. It can lead to eye fatigue and headaches. In holography, you don't cheat the eyes. You recreate the light as if the objects are in front of you. You can sit and relax without ever getting tired," Thorsen said.



3D Image with SeeReal's new holography technology.

SeeReal Technologies

Just like the liquid crystal display TV market, the 3D display TVs will start with big sized panels with fairly high price levels and then, the price will fall over the years, Thorsen said.

"Our technology is well suited for 40-inch to 60-inch LCD panels for now. Making it smaller will

be the next step," he said.

The newly developed holography technology overcame two major limitations in 3D display - insufficient resolution and enormous data volume requirement. The two factors hindered 3D technology from becoming a mainstream option in consumer displays for the last 60 years since holography was invented.

However, by developing a technology called Tracked Viewing Window and reducing complicated computer calculation by using sub-holograms, the Germany-based company has begun active talks with leading consumer electronics makers to combine necessary components to manufacture 3D TV and monitor prototypes.

"Since the only alternative able to perfectly substitute natural viewing is holography, our company has spent the last four years developing this approach. Today, we have the solution," said SeeReal director Armin Schwerdtner, who was mainly behind the development of the technology.

Besides TVs, the holography can be also applied to medical uses, graphic designs and real-time gaming.

SeeReal officials said they will license its patents to technology companies and build partnerships with them to finalize consumer product prototypes soon.

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